

TRADE MARKETING MANAGER

We're on the hunt for an experienced, energetic and consumer focused Trade Marketing Manager to join our dynamic business based in Melbourne.

Founders First is Australia's first craft alcohol accelerator. We partner with ambitious entrepreneurs to help accelerate the growth of their craft beer and spirits brands.

This role will provide a great opportunity for the successful candidate to build out the Trade Marketing / Customer Marketing area from scratch. Working closely with our partner brands the Trade Marketing Manager role is responsible for planning, briefing and deployment of marketing activity across both the On and Off Premise Channels. This role will help our sales team (Indie Craft Collective) to showcase our portfolio of premium craft brands in the marketplace

This is a great role for a strong trade marketer who likes to make a difference and can work both autonomously and as part of a team. Over time you will have the opportunity to build out the Trade Marketing function for Founders First.

As part of a dynamic, entrepreneurial culture, the successful candidate will be highly self-motivated and driven. This is your opportunity to join one of the up and coming leaders of the independent brewing & distilling industry.

You will:

- Have significant trade marketing experience in the off & on-premise liquor industry
- Have demonstrated track record of working effectively with BTL agencies
- Have a passion for craft beer & spirits
- Have expertise in driving the marketing planning and briefing process
- Have experience in supporting sales function across Key Accounts and field
- Have ability to work in leadership team
- Be able to think commercially and strategically

About the role

This high growth role will see you driving the planning, briefing and deployment process for all new products and BTL marketing activation. You will also;

- Work closely with internal sales, marketing and planning functions shaping portfolio and category strategy
- Work closely with key customers and build enduring relationships with key agencies
- Deliver strong sales growth in line with targets
- Help drive the capability of the sales team and our venue teams on enhancing the shopping / consumer experience at the point of purchase

What's in it for you:

- A genuine opportunity to make an impact in a progressive business
- The opportunity to work with some of Australia's most exciting premium craft brands
- An opportunity to work with strong leaders with a genuine commitment to training and development
- Attractive remuneration package consisting of a competitive base and bonus program

To apply email your resume to cameron@foundersfirst.group.

